

ORDER



KSNV

Orders
Order / Rev: 105633
Alt Order #: 06843180
Product Desc: OBAMA SKED C
Estimate: 1617
Flight Dates: 08/18/12 - 08/31/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	53	\$37,100.00	\$31,535.00
08/27/12	08/31/12	44	\$32,975.00	\$28,028.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$37,100.00	\$31,535.00	0.00
September 2012	44	\$32,975.00	\$28,028.75	0.00
Totals	97	\$70,075.00	\$59,563.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	28%	\$70,075.00
Market	100%	\$250,267.86

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$65,069.64
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$50,053.57
KTUD	0%	\$0.00
KVVU	17%	\$42,545.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$22,524.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/20/12	08/31/12	Today Show	CM	658a-9am	MTWTF--	:30	5	\$1,400.00	1	0.00	NM	10	\$14,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/20/12	08/31/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$1,400.00	1	0.00	NM	10	\$14,000.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5				\$1,400.00		0.00			
Week:	08/27/12	09/02/12	MTWTF--			5				\$1,400.00		0.00			
E 2	KSNV	08/18/12	08/25/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	2	\$1,250.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12	-----S-			1				\$625.00		0.00			
Week:	08/20/12	08/26/12	-----S-			1				\$625.00		0.00			
E 3	KSNV	08/19/12	08/26/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	2	\$1,250.00
SUN TODAY-NBC no pgm 8/5, 8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/19/12	-----S			1				\$625.00		0.00			
Week:	08/20/12	08/26/12	-----S			1				\$625.00		0.00			
E 4	KSNV	08/20/12	08/31/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$500.00	1	0.00	NM	10	\$5,000.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5				\$500.00		0.00			
Week:	08/27/12	09/02/12	MTWTF--			5				\$500.00		0.00			
E 5	KSNV	08/20/12	08/31/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	10	\$3,250.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5				\$325.00		0.00			
Week:	08/27/12	09/02/12	MTWTF--			5				\$325.00		0.00			
E 6	KSNV	08/20/12	08/31/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	10	\$3,250.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5				\$325.00		0.00			
Week:	08/27/12	09/02/12	MTWTF--			5				\$325.00		0.00			
E 7	KSNV	08/20/12	08/31/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	10	\$4,250.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5				\$425.00		0.00			
Week:	08/27/12	09/02/12	MTWTF--			5				\$425.00		0.00			
E 8	KSNV	08/20/12	08/24/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5				\$325.00		0.00			
E 9	KSNV	08/20/12	08/31/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	10	\$4,250.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5				\$425.00		0.00			
Week:	08/27/12	09/02/12	MTWTF--			5				\$425.00		0.00			
E 10	KSNV	08/20/12	08/31/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	10	\$3,250.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/26/12	MTWTF--			5				\$325.00		0.00			
Week:	08/27/12	09/02/12	MTWTF--			5				\$325.00		0.00			
E 11	KSNV	08/20/12	08/31/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	10	\$4,500.00
DR. PHIL															

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E 11	KSNV	08/20/12	08/31/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	10	\$4,500.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MTWTF--		5				\$450.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--		5				\$450.00		0.00			
E 12	KSNV	08/20/12	08/27/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$2,300.00	1	0.00	NM	2	\$4,600.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$2,300.00		0.00			
	Week:	08/27/12	09/02/12	M-----		1				\$2,300.00		0.00			
E 13	KSNV	08/21/12	08/28/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	2	\$8,000.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-T-----		1				\$4,000.00		0.00			
	Week:	08/27/12	09/02/12	-T-----		1				\$4,000.00		0.00			
E 14	KSNV	08/24/12	08/31/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	2	\$5,200.00
GRIMM-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1				\$2,600.00		0.00			
	Week:	08/27/12	09/02/12	----F--		1				\$2,600.00		0.00			
E 15	KSNV	08/24/12	08/31/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	2	\$6,400.00
DATELINE FR-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1				\$3,200.00		0.00			
	Week:	08/27/12	09/02/12	----F--		1				\$3,200.00		0.00			
													Totals	97	\$70,075.00